



**IDEA!**

June Shelton School made banners out of bed sheets and hung them from pillars at the school front entrance. Crew members painted them and used permanent markers to write a big, bold message. Inexpensive and weatherproof, they can also use them next season!

# MERCHANDISING YOUR BOOK FAIR

**Create a show-stopping Book Fair that is friendly and easy to shop.**

The Fair setup, themed décor and displays should all work together to set a welcoming tone that puts customers at ease.

Share these simple merchandising “how-tos” with your Crew and turn your Fair into an exciting place that keeps shoppers coming back for more.

## Attractive and Inviting Fair Entrance

Grab your customers’ attention before they enter the Fair.

- Post large, bold “Welcome to our Book Fair” sign at entrance.
- Introduce theme with an eye-catching display.
- Hang Goal Chart and update daily.

## Create a Shopper-friendly Fair

Your Book Fair space should add to the overall excitement.

- Keep product neat, visible and organized. Group books by different categories.
- Ensure table displays are themed, include signage and can be shopped from all sides.
- Hang & number posters and locate near cash area.

## Leave Enough Room

Keep your Fair feeling comfortable and friendly.

- Encourage customers to linger longer by leaving ample space between tables.
- Ensure there is enough room at Cashier Table in case of lineups.
- Keep traffic flowing in and out of Fair.

## Other Ideas That Work

- Ask Crew to walk Fair area to look for any setup problems.
- Schedule shopping times that are convenient for students, teachers and families. Include extended hours before & after school.
- Have chairs available for older shoppers.
- Play themed music or ask music students to perform during Fair.
- Make sure Classroom Wish List display is visible to parents.
- Straighten cases, tables, cash area and displays daily.
- Have Crew highlight their book picks with “Recommended By” shelf talkers\*.

\*Online at [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)



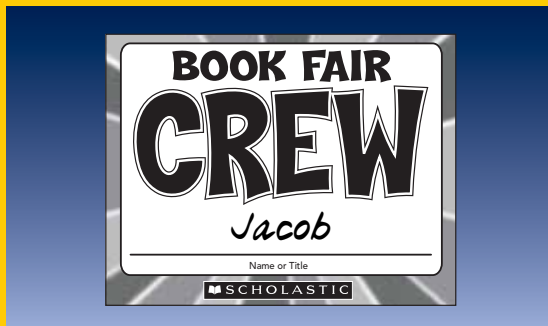
# CUSTOMER SUPPORT

## Get more kids reading — kids reading more.

When students can choose their own books in a relaxed, comfortable atmosphere, a lifelong love of reading will be born. But having amazing books is just one part of the overall Fair impression. How shoppers are welcomed, helped and thanked is just as important. Outstanding customer support means your school community will spend more time at the Fair and help you reach or exceed your Book Fair goals.

### Make customers feel special

- Have Crew members wear name tags, lanyards with name tags\* or t-shirts for easy identification.
- Use Student Crew Reminders\* so Crew members know when they're scheduled to work the Fair.
- Assign Crew to coat & backpack check-in area. This makes shopping easier for families.
- Crew members need to approach & greet customers and be able to offer recommendations to all shoppers, including adults.
- Share non-book items with reluctant readers – it may keep them at the Fair longer where books might catch their eye.
- Crew members must be prepared to answer questions regarding product locations, prices, special offers, contests & programs such as Classroom Wish List.
- Encourage customers to browse through books. Getting caught up in a book leads to sales.
- Ask Crew to "work the floor". Just their presence will detour most theft.
- Two to three cash areas will guarantee quicker check-outs. Refer to your How-To Guidebook (page 27) for complete list of cashier needs.



Scholastic Book Fairs Reorder Receipt	
Name	Scott Harris
Class	102
TITLE	LIST PRICE AMT
End of Days	7.99
Heist Society	8.99
TOTAL PRICE	16.98
These books will be delivered to your school after your Book Fair.	



\*Online at [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)

*Certificate of*  
**Appreciation**

Presented to

\_\_\_\_\_  
Name

**in appreciation of**

volunteer service and for contributing to our school community as a valued member of our

**Scholastic Student CREW Team**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Book Fair Chairperson

\_\_\_\_\_  
Principal



**Read Every Day. Lead a Better Life.**

# WRAPPING IT UP

Refer to your How-To Guidebook (page 31) for step-by-step instructions on wrapping up your Book Fair.

## Pack Up Your Fair

- Have Crew repack all remaining products in original boxes.
- Assign Crew to deliver Classroom Wish List books to teachers.

## Celebrate Your Success

- Host recognition breakfast, lunch or party to thank Crew.
- Recap Book Fair goals and record on Goal Chart. Share successes with school during announcements, on school website and in newsletter.

## Show Appreciation

- Customize Student Crew Certificates\* (page 16) and Community Service Hours Document\*. Hand out to Crew members.
- Acknowledge personal efforts of Crew.
- Send thank you notes to local businesses and faculty challenge participants.

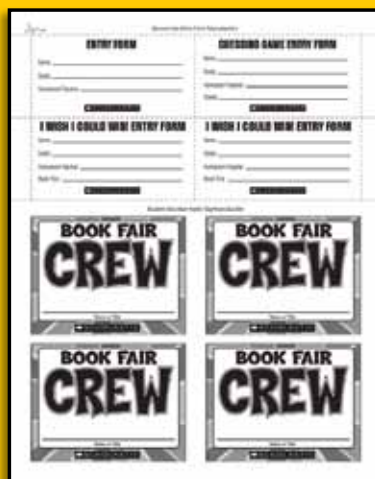
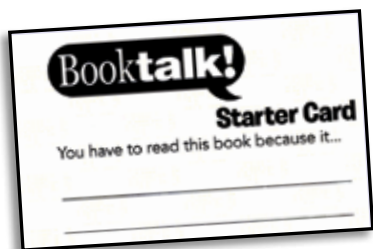
## Review Details

- Schedule wrap-up session with Crew. Review what worked and areas that need improvement.
- Ask for new ideas to make next Fair even better.

## TIMESAVING REPRODUCIBLES

Before you start creating anything — from flyers to letters — visit our Printable Resources online\*. We have recruitment, promotional and operational materials plus many more reproducibles.

- Volunteer Reminders
- Ballots, Name Tags & Passes
- Book Talk Starter Cards
- Certificates, Posters & Shelf Talkers
- Forms
- Letter to Families
- Student Wish List



\*Online at [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)